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ABSTRACT

This book provides practical strategies and techniques that everyone can use to increase their marketability and personal satisfaction in today's world of work. The following are among the topics discussed: (1) the new workplace (the cult of busyness; the new obsession with work; living and working in a world of temporary employment; being a player; the importance of vacations; and why the grass isn't always greener elsewhere); (2) the new worker (the search for authenticity; determining what kind of worker you are; career-defining moments; career success for introverts and extroverts; the career angst of 20-somethings; careers and 20-somethings; careers and 40-somethings; questions 20-somethings ask about work and careers; career-proofing one's children); (3) the new manager (the new employment contract; 10 strategies for managing the new worker; older workers versus new workers; the coaching boom; managers as career coaches; mentors; ways to give people a belief in the future); and (4) a new set of skills (becoming a career activist; selling oneself; right and wrong ways of networking; communicating on fast forward; the politics of bad fit; and recession-proofing one's career). The conclusion focuses on positive aspects of the new work environment, including the end of paternalism, freedom to design one's work, and opportunities for authenticity. (MN)

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